

Message Text

UNCLASSIFIED

PAGE 01 BONN 15094 01 OF 02 181739Z
ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 /021 W
-----037568 181754Z /50

P R 181720Z AUG 78
FM AMEMBASSY BONN
TO SECSTATE WASHDC PRIORITY 1192
USDOC WASHDC PRIORITY
USMISSION USBERLIN
AMONSUL FRANKFURT 4278
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL STUTTGART
INFO AMEMBASSY VIENNA
AMEMBASSY BELGRADE
AMCONSUL ZAGREB

UNCLAS SECTION 01 OF 02 BONN 15094

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: WESTERN EUROPE E-C OFFICER CONFERENCES--SALZ-
BURG AND DUBROVNIK

REFERENCES: (A) STATE 202171, (B) BONN 14645, (C)
DUSSELDORF 1305, (D) FRANKFURT 6328, (E) STUTTGART
1539

STATE FOR EB/OCA AL ZUCCA
USDOC FOR ITA/ALP/OICR BD NEUHART

1 SUMMARY: FOLLOWING IS LIST OF PROPOSED ATTENDEES OF
SUBJECT CONFERENCES FROM POSTS IN FRG AND US MISSION
BERLIN. ALSO INCLUDED ARE PROPOSALS FOR CONFERENCE
THEMES. END SUMMARY.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BONN 15094 01 OF 02 181739Z

2. THIS MESSAGE RESPONDS ON BEHALF OF US MISSION BERLIN
AND ALL POSTS IN FRG TO REF (A)'S REQUEST FOR IN-
FORMATION ON OUR ATTENDEES AT CONFERENCE AND OUR
SUGGESTIONS FOR TOPICS.

3. THIS MESSAGE SUPERSEDES REFS (C), (D) AND (E).

4. FOLLOWING OFFICERS WILL ATTEND SESSION IN SALZBURG OCTOBER 10-13, WITH RESERVATIONS TO BE MADE AT HOTEL COTTAGE OCTOBER 9-13

POST	OFFICER	ACCOMMODATIONS
	SOUGHT	
BONN	A) GUSTAF COONTZ	DOUBLE
	B) EDWARD HEISER	
DUSSELDORF	C) DANIEL TAHER	SINGLE
FRANKFURT	D) JAMES H. MAY	SINGLE
HAMBURG	E) RICHARD C. DIVINE	SINGLE
MUNICH	F) HENRY MCCOWN	SINGLE
STUTTGART	G) JACK M. CARLE	SINGLE

5. NOTE: AS PART OF BONN ADMINISTRATIVE SUPPORT EFFORT, BONN COMMERCIAL FSLs JOHN LUMBORG AND RUNHILD HEINS WILL ALSO BE IN SALZBURG AND WILL STAY AT HOTEL COTTAGE.

6. FOLLOWING OFFICERS WILL ATTEND SESSION IN DUBROVNIK OCTOBER 17-20 WITH RESERVATIONS TO BE MADE AT HOTEL LIBERTAS OCTOBER 16-20.

POST	OFFICER	ACCOMMODATIONS
	SOUGHT	
BERLIN	A) JOAN CORBETT	SINGLE

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BONN 15094 01 OF 02 181739Z

BREMEN	B) JAMES D. BINDE	
NAGEL		SINGLE
BONN	C) T. PATRICK	
KILLOUGH		SINGLE

7. ACTION REQUESTED: BELGRADE PLEASE MAKE RESERVATIONS AT HOTEL LIBERTAS FOR ABOVE THREE. MS. CORBETT REQUESTS RESERVATIONS FROM OCTOBER 16 THROUGH 21 RPT 21.

8. NOTE ON SALZBURG/DUBROVNIK ATTENDEES:
AVAILABILITY LISTS ABOVE ENTAILS CHANGE FROM REF (A) NOMINATIONS OF BINDENAGEL (FROM SALZBURG TO DUBROVNIK FOR COMPELLING PERSONAL REASONS) WITH MATCHING SWAP OF MAY (FROM DUBROVNIK TO SALZBURG).

9. FOR DEPARTMENT: THREE NOMINEES HAVE NOT YET LEFT STATES TO TAKE UP ASSIGNMENTS IN FRG. SUGGEST DEPARTMENT CONTACT CARLE, MAY AND TAHER TO CONFIRM THEIR AVAILABILITY AS PROPOSED PARAS 4 AND 6 ABOVE.

10. REFLECTING NUMEROUS WELL REASONED POST SUGGESTIONS, EMBASSY WOULD BE PLEASED TO SEE FOLLOWING TOPICS

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 BONN 15094 02 OF 02 181743Z
ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 /021 W
-----037838 181755Z /50

P R 181720Z AUG 78
FM AMEMBASSY BONN
TO SECSTATE WASHDC PRIORITY 1193
USDOC WASHDC PRIORITY
USMISSION USBERLIN
AMCONSUL FRANKFURT
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL STUTTGART
INFO AMEMBASSY VIENNA
AMEMBASSY BELGRADE
AMCONSUL ZAGREB

UNCLAS SECTION 02 OF 02 BONN 15094

ADDRESSED IN THE TWO E-C SESSIONS. EMBASSY HAS
ATTEMPTED TO RECOMMEND ONLY TOPICS WITH BROAD OR
UNIVERSAL APPLICATION AND NOT JUST THOSE OF INTEREST
IN GERMANY.

11. WOULD APPRECIATE HEARING FROM WASHINGTON DELEGATES
STATUS REPORT ON FOLLOWING BROAD THEME (POSSIBLY IN
COURSE OF ONE TWO HOUR PRESENTATION FOLLOWED BY ONE
HOUR OF QUESTIONS):

(A) WHAT WILL BE THE GENERAL DIRECTION OF THE
PRESIDENT'S EMERGING EXPORT POLICY? HOW WILL IT
RELATE TO PENDING ENERGY LEGISLATION? HOW WILL THE
US-EC-JAPAN RELATIONSHIP BE ADDRESSED? WHAT
LIMITATIONS DOES INFLATION CLAMP ONTO EXPORT POLICY?
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BONN 15094 02 OF 02 181743Z

ARE WE PAYING ENOUGH ATTENTION TO THE RAPID RISE OF THE SOVIET MERCHANT FLEET? ARE WE LIKELY TO SEE EASING OR TIGHTENING OF PRESENT ANTITRUST AND EXCON REGULATIONS AS A RESULT OF THE CURRENT POLICY REVIEW? WHAT ARE THE IMPLICATIONS OF THE EMERGING POLICY FOR STRENGTH AND COMPOSITION OVERSEAS AND DOMESTIC EXPORT PROMOTION STAFFING BOTH AMERICAN AND FSL?

12. FOLLOWING THEMES, IN PRIORITY ORDER, LEND THEM SELVES BETTER TO INTENSIVE DISCUSSION BY SMALL GROUPS OR THE ENTIRE BODY OF ATTENDEES. EMBASSY CONFEREES WITH LONGER INCOUNTRY EXPERIENCE (I.E. COONTZ, HEISER, DEVINE AND MCCOWN AT SALZBURG AND CORBETT, BINDE NAGEL AND KILLOUGH AT DUBROVNIK) ARE IN POSITIONS TO MAKE STRONG CONTRIBUTIONS TO DISCUSSIONS OF FOLLOWING THEMES:

(A) IT APPEARS POSSIBLE AND DESIRABLE AT LEAST IN REGARD TO SUCH SELECTED PROMOTIONAL APPROACHES AS THE FOREIGN BUYERS PROGRAM (FBP) AND SUPPORT FOR US PAVILLIONS IN EUROPEAN FAIRS TO INCREASE INTER-MISSION COOPERATION AND INFORMATION EXCHANGES IN EUROPE. CURRENT E-C ADMINISTRATIVE STRUCTURES, HOWEVER, FACILITATE AND EMPHASIZE INTRA-MISSION NATIONAL RATHER THAN EGWIDE OR EUROPEAN-WIDE ACTIONS AT A TIME WHEN NATIONAL ECONOMIC DIFFERENCES APPEAR TO BE DECREASING IN SIGNIFICANCE.

(B) FOREIGN BUYER PROGRAM (FBP) APPEARS TO BE EMERGING AS ONE OF MOST EFFECTIVE, MULTI-FACETED, COST EFFECTIVE USG EXPORT PROMOTION TECHNIQUES IN REGARD TO NORTHERN AND CENTRAL EUROPE. SOME SHOW ORGANIZERS CLEARLY INTERFACE MUCH MORE EFFECTIVELY WITH USG SUPPORT EFFORTS THAN OTHERS. HOW CAN WE IMPROVE USDOC, SHOW ORGANIZER AND FIELD COOPERATION? UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BONN 15094 02 OF 02 181743Z

(C) SPRECHTAGE (US EXPORT DAYS). IN GERMANY THIS HAS PROVED A VERY EFFECTIVE WAY TO DEVELOP A GROWING NUMBER OF REPORTS ON OPPORTUNITIES FOR US EXPORTS, REVERSE INVESTMENTS AND CROSS LICENSING. IT HAS STRENGTHENED MISSION RAPPORT WITH US STATE DEVELOPMENT OFFICES IN EUROPE. IT MOVES OUR STAFF SYSTEMATICALLY INTO THE FIELD. HAVE OTHER MISSIONS HAD SIMILAR RESULTS? HOW CAN THE SPRECHTAG PROGRAM BE STRENGTHENED?

(D) FSLs. THE DECLINE OF THE DOLLAR HAS GREATLY INCREASED THE COST OF HIRING AND KEEPING MOTIVATED FSLs. ARE WE MAKING ENOUGH EFFORTS TO ASSURE CON

TINUING FSL PROFESSIONAL DEVELOPMENT AND GROWING
PRODUCTIVITY?

(E) THE AGENT DISTRIBUTOR SERVICE AND THE RELATED
SEARCH FOR AGENTS FOR US EXHIBITORS IN IMC PAVILIONS.
IT IS HARD TO IMAGINE A MORE VALUABLE SERVICE TO THE
NEW-TO-EXPORT OR NEW-TO-MARKET US FIRM--IF DONE RIGHT.
WORKLOAD IS RISING NOTABLY IN GERMANY. ARE WE CHARING
ENOUGH FOR THIS SERVICE?

(F)IMC DOES IMC NEED MORE ELABORATE TRAPPINGS AND
SUPPORT FACILITIES THAN, FOR INSTANCE, DOES A USTS
OFFICE? DO THE SMALL EXHIBITION SPACES AT IMCS
DISTRACT FROM OR SUPPORT THE MAIN AIM: INCREASING
THE NUMBER OF US EXHIBITORS AT EUROPEAN FAIRS? SHOULD
PMS BE ELIMINATED? SHOULD IMC DIRECTORS BE
ALLOWED TO CHOOSE THEIR OWN P.R. CONTRACTORS.

12. IF STATE AND USDOC INTEND INCLUDE ANY OF ABOVE
THEMES IN CONFERENCE AGENDA, EMBASSY WILL BE GLAD
TO FLESH OUT ABOVE SKETCHES IN ADVANCE OF CONFERENCE.
MEEHAN

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 18 aug 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BONN15094
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780338-0672
Format: TEL
From: BONN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780845/aaaabljx.tel
Line Count: 243
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 423de360-c288-dd11-92da-001cc4696bcc
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 5
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 STATE 202171, 78 BONN 14645
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1685833
Secure: OPEN
Status: NATIVE
Subject: WESTERN EUROPE E-C OFFICER CONFERENCES--SALZ- BURG AND DUBROVNIK
TAGS: BEXP, GE
To: STATE COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/423de360-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014